

# **Environmental Prevention Needs Assessment Workbook SFY2014**



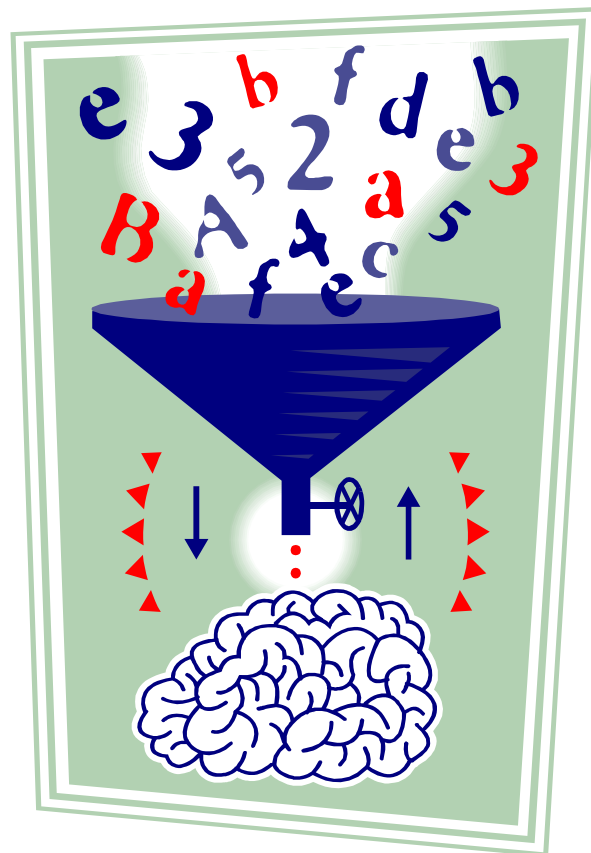
## **Part 3 Analysis & Recommendations**

**Broadwater Co  
Part 3  
August 2013**

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# Problems



**Task One:**  
**Explore Consequence and Consumption Data in Your Community**  
**in Order to Identify What Problems are of Greatest Concern**

## CONSEQUENCES – PART 3

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Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

### Motor Vehicle Crashes

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One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

#### **QUESTION 1 Motor Vehicle Crashes**

Based on Workbook Part 1 - Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Workbook Part 1 - Table 2 data (alcohol related crashes with injuries) from 2008-2012 for Broadwater Co as compared to the MT state average shows that Broadwater Co. has a higher rate of crashes as compared to the MT state average. Broadwater Co's crash rate per 100,000 population is 202.55 vs. the state average 119.96 per 100,000 population.

Workbook Part 1 - Table 3 data (alcohol related crashes with fatalities) shows that Broadwater County has a higher rate of fatal crashes per 100,000 (10.85) than the state average (8.60) for all 5 years.

There is no information for Broadwater Co for the # of alcohol related crashes with fatalities for American Indians.

### Underage Drinking and Driving

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**QUESTION 2 Underage Drinking and Driving**

Based on Workbook Part 1 - Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on workbook part 1 table 5 data for 2008, 2010, and 2012 for Broadwater Co has a smaller problem with the percentage point difference of students that drove a vehicle after they had been drinking as compared to the MT state average.

In 2008, Broadwater Co. had a 3.7 lower percentage point difference (10.4%) of students drinking and driving than the MT state average (14.1%).

In 2010, Broadwater Co. had a 1.6 lower percentage point difference (8.2%) of students drinking and driving than the MT state average (9.8%).

In 2012, Broadwater Co. had a 4.5 higher percentage point difference (13.8%) of students drinking and driving than the MT state average (9.3%).

**High School Students Riding in Car Driving by Someone Who Has Been Drinking****QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking**

Based on workbook part 1-tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on Table 8 data for 2008, 2010 and 2012 Broadwater Co. has a smaller problem with Broadwater Co. High School students riding in a car driven by a drinking driver as compared to the MT state average.

In 2008 the total percentage point difference of Broadwater Co. High School students riding with a drinking driver was 3.5% lower (29.6%) than the MT state average (33.1%).

In 2010 the total percentage point difference of Broadwater Co. High School students riding with a drinking driver was 8.9% (19.4%) lower than the MT state average (28.3%).

In 2012 the total percentage point difference of Broadwater Co. High School students riding with a drinking driver was 4.4% (29.7%) higher than the MT state average (25.3%).

**Final Consequence Question****QUESTION 4**

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in

vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

Overall when comparing Questions 1-3 and tables 2-10 it could be noted that underage drinking and driving as well as students reporting riding with a drinking driver is impacting Broadwater co. similarly to MT state as a whole. The data shows that Broadwater co is consistently lower than the state average in the risk factors analyzed, thus having a lower impact than the state as a whole. This is not to say that Broadwater co is not suffering from underage drinking and driving or students riding with a drinking driver. Broadwater Co has a very large recreational area located in the heart of it, Canyon Ferry Lake. This lake brings lots of partiers as well as drinkers to the area, this coupled with the windy roads to and from the lake make it a hazard in Broadwater Co.

The rationale for the above response is based on PNA data.

## **CONSUMPTION – PART 3**

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This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by

someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus for the SPF SIG will be binge drinking.

## **Underage Binge Drinking**

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### **QUESTION 5 Underage Binge Drinking**

Based on workbook part 1- tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Table 11 data for 2008, 2010, and 2012, shows that BroadwaterCo. has a similar problem as the MT state average of Broadwater Co. students binge drinking in the past 2 weeks.

In 2008, Broadwater Co. had a .9 (23.6%) lower percentage point difference of student's binge drinking than the MT state average (24.5%).

In 2010, Broadwater Co. had a 1.1% (20.3%) lower percentage point difference of student's binge drinking than the MT state average (21.4%).

In 2012, Broadwater Co. had a 1.1% (22.3%) higher percentage point difference of student's binge drinking than the MT state average (21.2%).

Table 12 shows % of binge drinking for American Indians for 2008, 2010, and 2012. The numbers in Table 12 are exactly the same for table 11. Please see above answer.

## **Adult Binge Drinking**

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### **QUESTION 6 Adult Binge Drinking**

Based on workbook part 1- tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on conversations with key informants, one could conclude that Broadwater County has the similar problem as MT state for binge drinking among adults. It is accepted by local taverns and citizens per key informant interviews. Broadwater Co has a large recreational lake (Canyon Ferry) in the county which brings lots of adult binge drinking to the area.

## **Underage Drinking (30 Day Use for Alcohol)**

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**QUESTION 7 Underage Drinking** Based on workbook part 1 tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data provided for 2008, 2010 and 2012 Broadwater Co. has a smaller rate of 30 day alcohol use than the MT state average.

In 2008, Broadwater Co. had a 5.1 (33.3%) lower percentage point difference of students drinking in the past 30 days than the MT state average (38.4%).

In 2010, Broadwater Co. had a 5.1 (29.9%) lower percentage point difference of students drinking in the past 30 days than the MT state average (35%).

In 2012, Broadwater Co. had a 1.5 (33.6%) lower percentage point difference of students drinking in the past 30 days than the MT state average (35.1%).

## **Prescription Drug Abuse by Youth (30 Day Use)**

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### **QUESTION 8 Prescription Drug Abuse**

Based on workbook part 1-tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data provided in Table 20 for 2008, 2010 and 2012 Broadwater Co. has a bigger problem with prescription drug use among High School students than the MT state average.

In 2008, 30 day use of prescription drugs for Broadwater Co. High School students was a 2.8 higher percentage point difference than the MT state average of 0.

In 2010, 30 day use of prescription drugs for Broadwater Co. High School students was a 1.2 (5.2%) higher percentage point difference than the MT state average (4%).

In 2012, 30 day use of prescription drugs for Broadwater Co. High School students was a 3.1 (6.6%) higher percentage point difference than the MT state average (3.5%).

## **Final Consumption Question**

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### **QUESTION 9**

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

Based on consumption data for questions 5-8 for Broadwater Co., the numbers show that Broadwater county has a consistently lower than state average rate of underage drinking, binge drinking, however, a higher than state average of students reported 30 day use of prescription drug use. Prescription drugs are having a negative impact on Broadwater Co's youth with higher



than average reports of 30 day use. Based on key informant interviews this is based on pills are too easy to get and doctor shopping.

In 2012 for each of the questions analyzed, Broadwater co reported slightly higher rates of binge drinking and underage drinking than the state average. However, when all three years are averaged, Broadwater Co. scored lower than the state average on use of alcohol by underage students.

The above PNA data is supported by key informant interview statements. Key informant interviews from law enforcement suggested that they see many alcohol related problems in Broadwater Co due to MIP's, DUI's and overservice.

## **RISK FACTORS - PART 3**

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### **Perception of Parental Disapproval/Attitude**

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#### **QUESTION 10 Parental Attitudes and Disapproval**

Based on workbook part 1- table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data provided in Table 23 Broadwater Co. High School students report higher perception of parental disapproval toward alcohol/drug use for years 2008, 2010, and 2012 than the MT state average. Higher rates = less problem.

In 2008, Broadwater Co. High School students reported a 3.3 (83.6%) higher percentage point difference of perceived parental disapproval of alcohol/drug use than the MT state average (80.3%).

In 2010, Broadwater Co. High School students reported a 3.7 (85.5%) higher percentage point difference of perceived parental disapproval of alcohol/drug use than the MT state average (81.8%).

In 2012, Broadwater Co. High School students reported an 2.5 (79.3%) lower percentage point difference of perceived parental disapproval of alcohol/drug use than the state average (81.8%).

### **Perception of Peer Disapproval/Attitude**

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#### **QUESTION 11 Peer Attitudes and Disapproval**

Based on workbook part 1-table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data in Table 24 Broadwater Co. has higher perception of peer disapproval toward alcohol/drug use than the MT state average for 2008, 2010, and 2012. This means that Broadwater Co. has a smaller problem than the MT state average.

In 2008, Broadwater Co. had a 12.1 (67.9%) higher percentage point difference of peer perceived disapproval of alcohol/drugs than the MT state average (55.8%).

In 2010, Broadwater Co. had a 4.8 (69.2%) higher percentage point difference of peer perceived disapproval of drugs/alcohol than the MT state average (64.4%).

In 2012, Broadwater Co. had a .4 (66.3%) lower percentage point difference of peer perceived disapproval of drugs/alcohol than the MT state average (66.7%).

## **Perceived Risk/Harm of Use**

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### **QUESTION 12 Perceived Risk/Harm of Use**

Based on workbook part 1-tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data provided in Table 26 for 2008, 2010 and 2012 Broadwater Co. has a higher percentage of students who believe it is wrong to drink alcohol. This means that Broadwater Co. has a smaller problem than the MT state average.

In 2008, Broadwater Co. had a 20.8 (67.1%) lower percentage point difference than the state average rate (87.9%) of students believing it is wrong to drink alcohol.

In 2010, Broadwater Co. had a 8.3 (75.9%) higher percentage point difference than state average rate (67.6%) of students believing it is wrong to drink alcohol.

In 2012, Broadwater Co. had a 2.5 (74.1%) higher percentage point difference than state average rate (71.6%) of students believing it is wrong to drink alcohol.

Based on PNA data provided in Table 27 for 2008, 2010 and 2012 Broadwater Co. has a smaller problem than the state of MT as a whole for a lower percentage of students who believe it is cool to drink alcohol regularly.

In 2008, Broadwater Co. had a .6 (28.5%) higher percentage point difference than the state average rate (27.9%) of students believing it is cool to drink alcohol.

In 2010, Broadwater Co. had a 5.4 (20%) lower percentage point difference than state average rate (25.4%) of students believing it is cool to drink alcohol.

In 2012, Broadwater Co. had a 6.9 (16.6%) lower percentage point difference than state average rate (23.5%) of students believing it is cool to drink alcohol.

Based on PNA data provided in Table 28 for 2008, 2010 and 2012 Broadwater Co. has a smaller problem than the state of MT as a whole for a higher percentage of students perceive risk of harm if having 1-2 alcoholic drinks every day.

In 2008, Broadwater Co. had a 11.3 (49.9%) lower percentage point difference than the state average rate (61.2%) of students who perceive risk of daily drinking.

In 2010, Broadwater Co. had a 2.9 (67.3%) higher percentage point difference than state average rate (64.4%) of students who perceive risk of daily drinking.

In 2012, Broadwater Co. had a 4.1 (68.2%) higher percentage point difference than state average rate (64.1%) of students who perceive risk of daily drinking.

Based on PNA data provided in Table 29 for 2008, 2010 and 2012 Broadwater Co. has a bigger problem than the state of MT as a whole for a lower percentage of students do not perceive risk of harm for having 5+ alcoholic drinks every weekend (binge drinking).

In 2008, Broadwater Co. had a 9.4 (64.5%) lower percentage point difference than the state average rate (73.9%) of students who perceive risk of harm for binge drinking.

In 2010, Broadwater Co. had a 12 (63.9%) lower percentage point difference than state average rate (75.9%) of students who perceive risk of harm for binge drinking.

In 2012, Broadwater Co. had a 5.1 (70.9%) lower percentage point difference than state average rate (76%) of students who perceive risk of harm of binge drinking.

Based on PNA data provided in Table 30 Broadwater Co. has a smaller problem than the state of MT as a whole for a higher percentage of students perceive that neighbors will think it is wrong for them to drink alcohol for 2008, 2010, and 2012.

In 2008, Broadwater Co. had a 2.9 (74.8%) higher percentage point difference than the state average rate (71.9%) of students who perceive neighbors think it is wrong for youth to drink alcohol.

In 2010, Broadwater Co. had a 1.2 (68.8%) higher percentage point difference than state average rate (67.6%) of students who perceive neighbors think it is wrong for youth to drink alcohol.

In 2012, Broadwater Co. had a .1 (69%) lower percentage point difference than state average rate (69.1%) of students who perceive neighbors think it is wrong for youth to drink alcohol.

## **Family Communication around Alcohol/Drug Use**

### **QUESTION 13 Family Communications around Alcohol/Drug Use**

Based on workbook part 1 table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data provided in Table 25 Broadwater Co. has a bigger problem than the state of MT as a whole for a lower percentage of students have talked with a parent about the dangers of alcohol or drug use during the past 12 months across 2008, 2010, and 2012.

In 2008, Broadwater Co. had a 19.5 (42.6%) lower percentage point difference of students reporting talking to parents about the dangers of drugs/alcohol in the past 12 months as compared to the MT state average (62.1%).

In 2010, Broadwater Co. had a 20.2 (39.6%) lower percentage point difference of students reporting talking to parents about the dangers of drugs/alcohol in the past 12 months as compared to the MT state average (59.8%).

In 2012, Broadwater Co. had a 27.5 (33.5%) lower percentage point difference of students reporting talking to parents about the dangers of drugs/alcohol in the past 12 months as compared to the MT state average (61%).

## **Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.**

### **QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.**

Based on workbook part 1-table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data provided in Table 31, Broadwater Co students consistently report lower percentages of students believe alcohol is causing problems related to financial, legal, and emotional costs in Broadwater Co.

In 2008, Broadwater Co. had a 8.9 (1.3%) lower percentage point difference than state average rate (10.2%) of students believing that alcohol is causing problems in BH Co.

In 2012, Broadwater Co. had a 5.4 (3.2%) lower percentage point difference than state average rate (8.6%) of students believing that alcohol is causing problems in BH Co.

In 2012, Broadwater Co. had a 4 (4.9%) lower percentage point difference than state average rate (8.9%) of students believing that alcohol is causing problems in BH Co.

## **Final Risk Factors Question**

### **QUESTION 15**

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

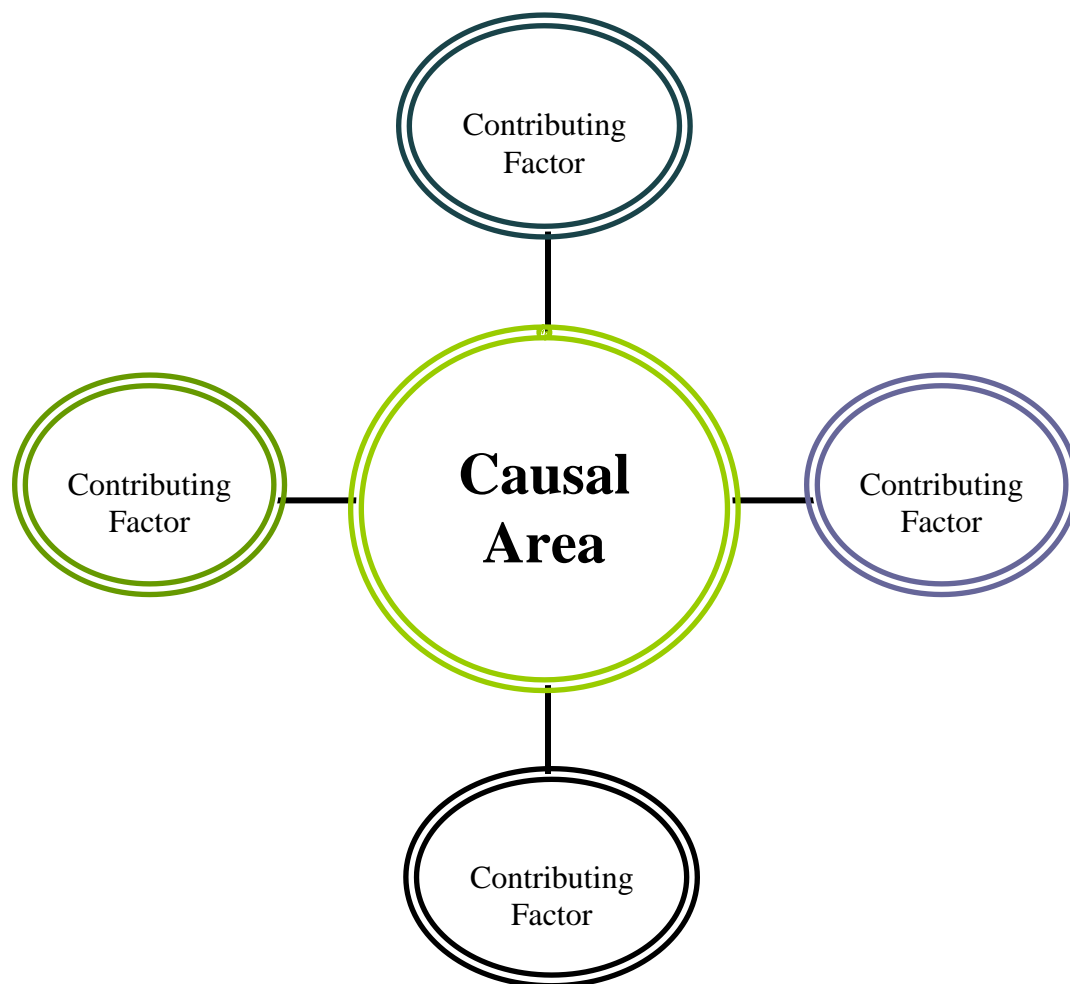
Based on questions 10-14 Broadwater Co is being negatively impacted by the risk factor of perceived risk/harm of use. PNA data for Broadwater Co. shows that students have misconceptions about parental and neighborhood disapproval, the harmful effects of binge drinking, as well as the emotional/financial cost of alcohol/drug related problems in Broadwater co.

When looking at the answers it is difficult to interpret as per reported, students do not believe it is cool to drink alcohol regularly, they do see the harm in daily drinking, however are below the state average in perceived harm surrounding binge drinking. Also, Broadwater co scored at about half of the state average of students talking with a parent about the dangers of alcohol/drug use. The percentage of students that believe alcohol is causing problems in areas such as financial, legal, and emotional for Broadwater co was at about half that of the state average.

It is obvious that education surrounding parent talk, the harm of binge drinking, as well as the emotional/financial/legal cost of alcohol use needs conducted in Broadwater co.



# Causal Areas



**Task Two:**  
**Gather Data on Four Causal Areas**

## **RETAIL AVAILABILITY – PART 3**

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### **Compliance Checks**

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The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

#### **QUESTION 16 Compliance Checks**

Based on Workbook Part 2 (Local Data) - Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

Looking at table 2-3 the compliance check results for Broadwater county the failure rate is staying the same. Broadwater county is very consistent about surveying each business 2 per year. This amounts to 26 establishments surveyed per year with typically 4 failures per round. Broadwater County Sheriff's office conducts the compliance checks with help from MHP.

#### **QUESTION 17 Compliance Checks**

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

Broadwater Co sheriff's office conducts compliance checks on a regular basis. The community is aware of the checks, thus the above does not apply.

### **Alcohol Seller/Server Training**

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#### **QUESTION 18 Alcohol Merchant Retail Sales Training**

Discuss the trends shown in Workbook Part 2 (Local Data) - Table 2-4. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

Alcohol server trainings in Broadwater County are inconsistent. Some years such as 2009, 60 people trained while 2012 had only 19. In 2011 77 merchants were trained. According to table 32 (2012 # of liquor licenses) there is 8 liquor licenses per 100,000 population in Broadwater co. this is a smaller # of licenses for similar populations across the state. Given the consistent Lets Control it trainings and compliance checks, paired with the low # of liquor licenses, Broadwater co should have a smaller rate of binge drinking and drinking and driving than other counties in the state.

**QUESTION 19 Alcohol Merchant Retail Sales Training**

If you community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

Broadwater county conducts regular RBSS trainings.

**Retail Availability Questions**

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**QUESTION 20**

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

Based on information provided in workbook part 1-table 32 Broadwater Co. has similar problems to MT state surrounding environmental impact on drinking. The attitude or perception per key informant interviews is that binge drinking is socially acceptable and that drinking and driving is a part of MT culture. Broadwater co consistently conducts compliance checks and has done so for a number of years, as well as offering multiple alcohol server trainings per month, which should help keep alcohol related offense numbers down.



**QUESTION 21**

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

0

1

2

3

4

5X

6

7

8

9

10

Major impact

Retail availability plays a major role in promoting a pro-drinking and drinking and driving culture in ever county across Montana and Broadwater Co. is no exception. However, Broadwater Co. makes a great effort to have RBSS trainings offered every month as well as compliance checks conducted every year which would tell us that Broadwater co has a smaller problem with binge drinking, drinking and driving, and liquor license overload than the state as a whole.

## **CRIMINAL JUSTICE – PART 3**

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### **QUESTION 22 Conviction Rates**

Based on Table 2-5, discuss the impact the conviction rate may be having on your community. We do not have a full picture of the conviction rates for Broadwater co. as we only have #'s for arresting offenses. Broadwater co does have a large # of MIP citations as compared to other counties that we serve.

Per our key informant interview, it was stated that the criminal justice system is not helping alcohol or drug problems in the community, that there was little consequences for alcohol/drug offences.

### **QUESTION 23**

Based on Workbook Part 2 Table 2-6, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

Based on key informant interviews, the adjudication is inconsistent across the offenses.

## **Key Informant Interviews with Law Enforcement**

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your

community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

**QUESTION 24 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

Law enforcement in Broadwater co are very active in the community. LE will conduct walk-throughs at local bars. Before EUDL funding expired they had DARE and an underage drinking billboard. Also, Broadwater co conducts consistent compliance checks. Broadwater co has 24/7 sobriety program.

**QUESTION 25 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

No over-service checks at taverns. This is due to the difficulty in proving over service. EUDL went away, so did a lot of their extra, in-school programs. Also, Broadwater co has no DRE expert.

## **Use of Local Ordinances**

**QUESTION 26 Use of Local Ordinances**

Based on Workbook Part 2 (Local Data) - Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

LE did not weigh in on the usefulness of ordinances in Broadwater co. I cannot accurately speak on this matter.

**QUESTION 27 Use of Local Ordinances**

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

Happy hour or drink special ordinances would be helpful in Broadwater Co., this would limit the pro drinking culture, however, this would be very difficult to get passed and enforced due to the social norms surrounding drinking in Broadwater Co. Also, Broadwater Co. does not have a special event policy ordinance for festivals and community events that serve alcohol. This type of ordinance would require server training prior to issue of permit. This would limit overservice.

## Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

## Criminal Justice Questions

### QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

It was noted in one of my key informant interviews that the criminal justice system is not helping reduce binge drinking/drinking and driving in our community due to many of the arrests ending up in plea agreements.

### QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact												Major impact
0	1	2	3	4	5	6	7X	8	9	10		

From key informant interviews conducted it was eluded to that there is minimal consequences for offenders. Key informants believe that the criminal justice system is not helping curb a pro drinking culture.

### **SOCIAL AVAILABILITY – PART 3**

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

#### **QUESTION 30 Prevention Needs Assessment**

Based on workbook part 1-tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data provided in Table 35 Broadwater Co. has a bigger problem than the state of MT as a whole, for a smaller % of students believe if they drank alcohol they would be caught by the police.

In 2008, Broadwater Co. had a 2.4 (20.8%) lower percentage point difference of students thinking they would be caught by police if they drank alcohol than the state average (23.2%).

In 2010, Broadwater Co. had a 5.2 (29%) higher percentage point difference of students thinking they would be caught by police if they drank alcohol than the state average (23.8%).

In 2012, Broadwater Co. had a 3.3 (22.9%) lower percentage point difference of students thinking they would be caught by police if they drank alcohol than the state average (26.2%).

Based on PNA data provided in Table 36 Broadwater Co. has a smaller problem than the state of MT as a whole, for a larger % of students believe if they drank alcohol they would be caught by their parents.

In 2008, Broadwater Co. HS students reported a 5.2 (55.6%) higher percentage point difference of perceived fear of being caught by parents if they drank alcohol than the state average (50.4%).

In 2010, Broadwater Co. HS students reported a 5.3 (55.7%) higher percentage point difference of perceived fear of being caught by parents if they drank alcohol than the state average (50.4%).

In 2012, Broadwater Co. HS students reported a 3.1 (55.2%) higher percentage point difference of perceived fear of being caught by parents if they drank alcohol than the state average (52.1%).

### **Social Availability Questions**

#### **QUESTION 31**

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social

availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

In Broadwater Co. 15 sample opinion surveys were collected. 6 out of the 15 answers given on what most parents would do if they caught their child drinking or using drugs included “not much,” “try to cover for them,” “nothing,” “most would blame someone else”. This negative attitude could have a big impact on promoting underage drinking, binge drinking, drinking and driving in

Also, two separate key informant interviews both suggest that there many underage drinking offenses that go undetected as many parents allow kids to drink in the home.

### QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an “X” on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7X	8	9	10	

Based on the sample opinion surveys and LE interviews, out of the 15 sample opinion surveys that were collected. 6 out of the 15 answers given on what most parents would do if they caught their child drinking or using drugs included “not much,” “try to cover for them,” “nothing,” “most would blame someone else”. This attitude surrounding teen alcohol use is negatively impacting Broadwater Co and promoting underage drinking, binge drinking, drinking and driving in Broadwater Co.

Two separate key informant interviews both suggest that there many underage drinking offenses that go undetected as many parents allow kids to drink in the home. This is negatively impacting Broadwater Co youth as they would perceive alcohol to cause less harm if accepted by their parents.

## PROMOTION – PART 3

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Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

## Advertising

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### QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

No data was collected for the local news print in Broadwater County, thus an accurate observation on the impact of advertising in print media is not available.

A total of 26% of the buildings in Broadwater Co advertise alcohol and 19% of buildings have 3 or more alcohol advertisements. None of the billboards in Broadwater Co. advertised alcohol. Based on the advertising information listed above the overall level of advertising in Broadwater Co is low.

### QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

Out of the 14 local events listed for Broadwater Co. only one was tied to alcohol. The majority of the event sponsorships of Broadwater co. were not tied to an alcohol sponsor. This knowledge combined with the minimal amount of advertising in the small downtown area and no billboards advertising alcohol, it appears that the impact of alcohol advertising in Broadwater Co. is low.

#### **QUESTION 35 Alcohol-Related News Articles**

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

No data was collected regarding print media in Broadwater Co, thus an accurate assessment on the impact on binge drinking and drinking and driving in our community cannot be made.

### **Promotion Questions**

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#### **QUESTION 36**

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

None of the 14 listed events had alcohol sponsors. While the percentage of buildings with alcohol advertising seems high (26%), the level of advertising in Broadwater co seems low. It appears that advertising does not have a large impact on drinking and driving or binge drinking in Broadwater co.

#### **QUESTION 37**

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4X	5	6	7	8	9	10	



The level of alcohol advertising in Bw Co. seems low, thus giving us a perception that it is having a low impact on binge drinking and drinking and driving.

### SCHOOL POLICIES – PART 3

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#### QUESTION 38

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

There was no concern based on school policies contributing to underage substance abuse or reducing substance abuse.

#### QUESTION 39

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

0      1      2      3X      4      5      6      7      8      9      10

Major impact

School policies for Broadwater Co school district is extensive and addresses suspension, expulsion, extra-curricular activities, as well as random drug testing. Broadwater co school district also has a personnel drug free workplace policy for employees.

### MEDICAL FIELD INFORMATION – PART 3

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#### QUESTION 40

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

Based on key informant interviews, they see mostly drug seeking behavior and doctor shopping. The factors that they listed that may be contributing to prescription drug abuse were; undereducated population and low socio-economic level.

Key informant interview suggested that the community would be in full support (5, on a 1-5 scale, 1 being no support, 5 being full support) of enforcement of possession of illegal prescription drugs.

#### QUESTION 41

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

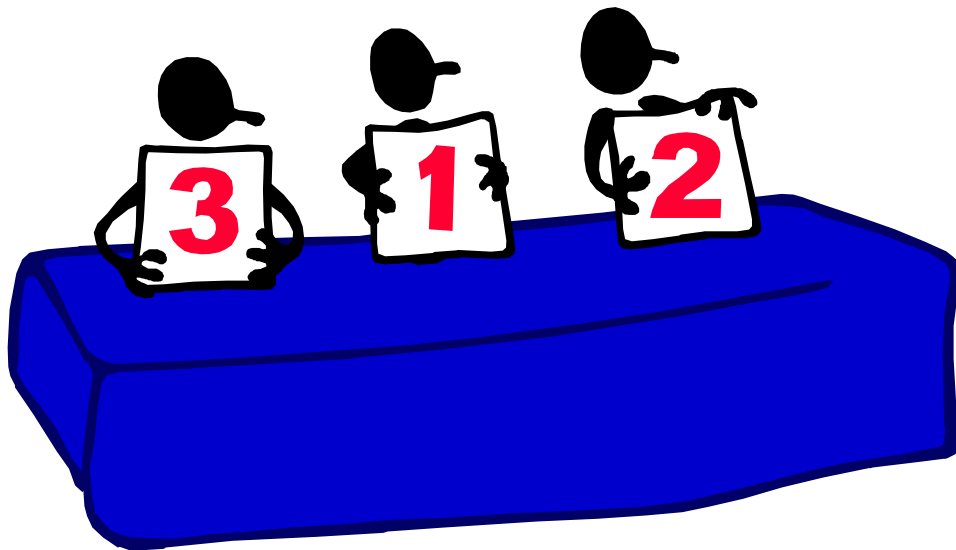
No impact

0      1      2      3      4      5      6      7      8X      9      10

Major impact

Information provided through key informant interviews leads us to believe there could be a high propensity for prescription drug abuse in Broadwater co. Key informant interviews suggested that there could be more education regarding prescription drug abuse at the schools, that there is doctor shopping as well as drug seeking behavior. Also, it was stated that there is no DRE in Broadwater co and that it is harder to detect when a person is under the influence of prescription meds vs. alcohol.

# Prioritization



**Task Three:**  
**Rank the Four Causal Areas from the Greatest Contributor to Your  
Community's Problems to the Smallest Contributor**

## Prioritizing

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The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
5	4	Retail Availability
7	3	Criminal Justice
3	6	School Policy
7	2	Social Availability
8	1	Prescription drug abuse
4	5	Promotion

### QUESTION 42

Provide the rationale for your rankings of the causal factors.

When ranking the causal factors we took the scale 0-10 with 0 being no impact on our community and 10 being major impact on our community and ranked each category based on the information collected in informant interviews, PNA data charts, as well as opinion surveys. Causal factors with the highest score received a 1 or 2, causal factors with the lowest score would get a 5 or 6.

The ranking system mentioned above is an accurate representation of the effect of the below mentioned categories in Beaverhead county. Data from the PNA, social opinion surveys, key informant interviews support the below ranking.

Prescription drug abuse was ranked #1 for, information provided through key informant interviews demonstrates there is a big problem with prescription drug abuse in Broadwater County.

## 1. PRESCRIPTION DRUG ABUSE

No impact 0 1 2 3 4 5 6 7 8X 9 10 Major impact

Information provided through key informant interviews leads us to believe there could be a high propensity for prescription drug abuse in Broadwater co. Key informant interviews suggested that there could be more education regarding prescription drug abuse at the schools, that there is doctor shopping as well as drug seeking behavior. Also, it was stated that there is no DRE in Broadwater co and that it is harder to detect when a person is under the influence of prescription meds vs. alcohol.

## 2. SOCIAL AVAILABILITY

No impact 0 1 2 3 4 5 6 7X 8 9 10 Major impact

Based on the sample opinion surveys and LE interviews, out of the 15 sample opinion surveys that were collected. 6 out of the 15 answers given on what most parents would do if they caught their child drinking or using drugs included “not much,” “try to cover for them,” “nothing,” “most would blame someone else”. This attitude surrounding teen alcohol use is negatively impacting Broadwater Co and promoting underage drinking, binge drinking, drinking and driving in Broadwater Co.

Two separate key informant interviews both suggest that there many underage drinking offenses that go undetected as many parents allow kids to drink in the home. This is negatively impacting Broadwater Co youth as they would perceive alcohol to cause less harm if accepted by their parents.

### 3. CRIMINAL JUSTICE

No impact                      0            1            2            3            4            5            6            7X            8            9            10            Major impact

From key informant interviews conducted it was eluded to that there is minimal consequences for offenders. Key informants believe that the criminal justice system is not helping curb a pro drinking culture.

### 4. RETAIL AVAILABILITY

No impact                      0            1            2            3            4            5X            6            7            8            9            10            Major impact

Retail availability plays a major role in promoting a pro-drinking and drinking and driving culture in ever county across Montana and Broadwater Co. is no exception. However, Broadwater Co. makes a great effort to have RBSS trainings offered every month as well as compliance checks conducted every year which would tell us that Broadwater co has a smaller problem with binge drinking, drinking and driving, and liquor license overload than the state as a whole.

### 5. PROMOTION

No impact                      0            1            2            3            4X            5            6            7            8            9            10            Major impact

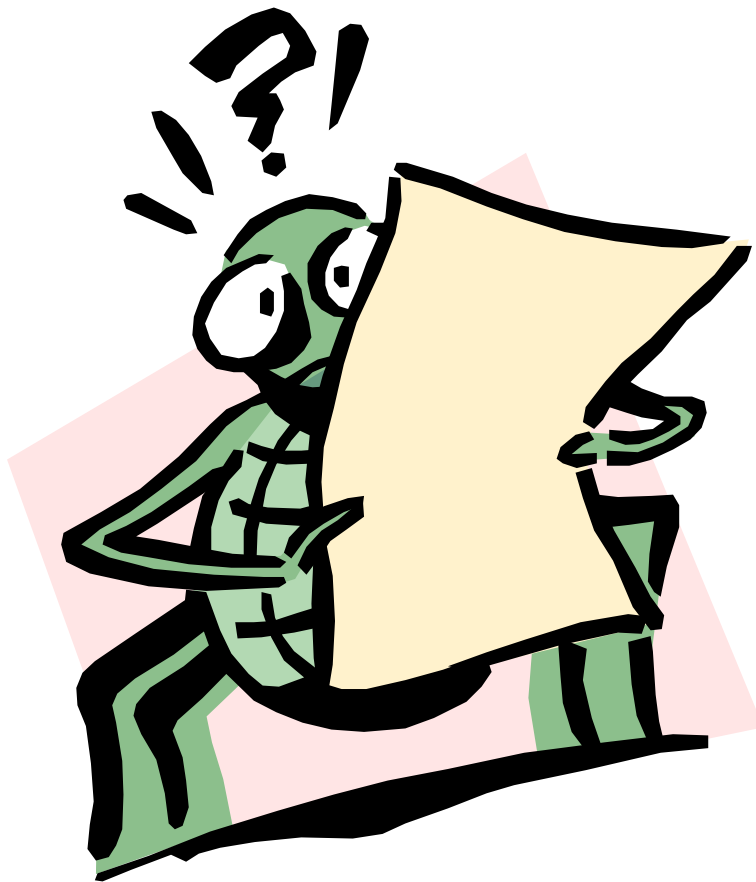
The level of alcohol advertising in Bw Co. seems low, thus giving us a perception that it is having a low impact on binge drinking and drinking and driving.

### 6. SCHOOL POLICY

No impact                      0            1            2            3X            4            5            6            7            8            9            10            Major impact

School policies for Broadwater Co school district is extensive and addresses suspension, expulsion, extra-curricular activities, as well as random drug testing. Broadwater co school district also has a personnel drug free workplace policy for employees.

# Final Question



**Task Five:**  
**Determine What Combination of Causal Areas**  
**Your Community should Target**

## Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's SPF SIG Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

## Final Needs Assessment Question

### QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

Prescription Drug Abuse and Social Availability ranked the highest for Beaverhead County. This ranking is backed through concern from key informant interviews with LE, medical service professional interviews, prevention needs assessment (PNA) data, and social availability surveys.

Prescription drug abuse ranked #1 in Broadwater Co's causal areas, thus making it the highest priority to address.

Based on PNA data provided in Table 20 for 2008, 2010 and 2012 Broadwater Co. has a bigger problem with prescription drug use among High School students than the MT state average.

In 2008, 30 day use of prescription drugs for Broadwater Co. High School students was a 2.8 higher percentage point difference than the MT state average of 0.

In 2010, 30 day use of prescription drugs for Broadwater Co. High School students was a 1.2 (5.2%) higher percentage point difference than the MT state average (4%).

In 2012, 30 day use of prescription drugs for Broadwater Co. High School students was a 3.1 (6.6%) higher percentage point difference than the MT state average (3.5%).

Social Availability ranked #2 in Broadwater Co's causal areas, thus making it the second highest priority to address for our prevention efforts in FY15.

In the social availability surveys it was noted by a third of the citizens that parents wouldn't do much to discipline children if they caught them drinking. 6 out of 15 key informant interviews noted that alcohol use in Townsend is accepted and that parents wouldn't discipline children if they were caught drinking.